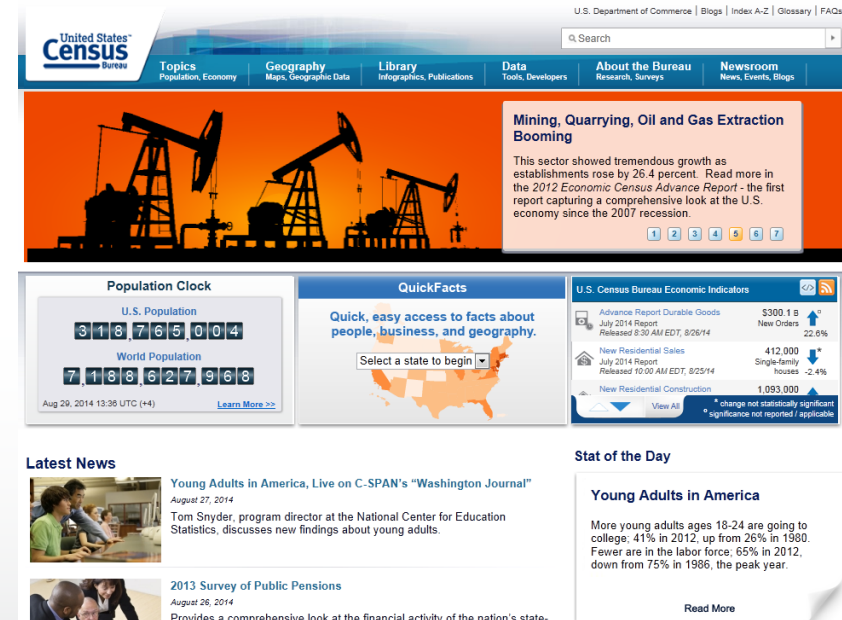# Using Census Bureau Data for Business Development:
Introducing
Census Business Builder

2016 Montana Data User's Conference
September 14th and 15th, 2016

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U.S. Census Bureau

A Change in Customer Focus

- Serving our customers
  - "Power Users" vs Others
- Underserved customers
  - Small businesses and entrepreneurs
  - Regional Planning groups
- Ongoing tool changes

Census Business Builder
Guiding Principles

- Easy to use

- Customer focused

- Census data and more

- Leverage existing Census investments and current technologies

- Free

CBB Home Page

http://www.census.gov/data/data-tools/cbb.html

https:/cbb.census.gov/sbe/
https:/cbb.census.gov/rae/

Key Features:

- Tool Links

- Flyers, Fact Sheets, FAQs, Help, Tutorial and Promo Videos

Census Business Builder

Tweet   Share

Are you looking for data to help you start or grow a business or understand the business landscape for a region?

The *Census Business Builder* is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

This suite currently includes:

- Small Business Edition
- Regional Analyst Edition (Beta Release: Jan 7, 2016)

In the future, this suite may include other tailored editions

Key Features:

- Easy to use menus to select your type of business and location
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas
- Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into your business plan and research

Sample Reports

- Small Business Edition: Physicians in Phoenix City, Arizona [<1.0 MB]
- Small Business Edition: Physicians in Maricopa County, Arizona [<1.0 MB]
- Regional Analyst Edition: Southern Maryland Region [<1.0 MB]

Which edition is right for you?

- The Small Business Edition presents data for a single type of business and geography at a time
- The Regional Analyst Edition presents data for all sectors of the economy and for one or more counties

Small Business Edition
(Select to Launch)

Regional Analyst Edition
(Select to Launch Beta)

Get Help using Census Business Builder

CBB: SBE   http://dcdev.esri.com/census/sbe-1.3-21/index.html#

User Name:
census

Password:
c3n$us2015

SBE Exercise

- Research a type of business you have always wanted to open and where you'd want to open it

  - Is this a good place for this type of business? Why?

  - Is another place better? Why?

  - What does a "typical" business in this area look like?

  - How has this type of business been doing over the last 5 years?

United States™
Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Leveraging CBB: Introducing the *Regional Analyst Edition*

- Very similar demographic and economic data as *SBE*

- Differences:
    - Economic data for an industry sector (instead of by individual industry)
    - Data for a user-defined region with data aggregation (not a single geographic area)

- County and City/Town Reports

census business builder

Regional Analyst Edition

CBB: RAE   http://dcdev.esri.com/census/rae-1.3-21/index.html#

User Name:
census

Password:
c3n$us2015

RAE Exercise

- Research a Chamber of Commerce (or some other type of regional planning group) in your home area

    - What geos make up the service area of this Chamber?

    - What are the demographics of this area and how similar (or different) are they across the area?

    - What is the largest employer sector in the area and how similar (or different) are they across the area?

    - What's the smallest sector?

Closing

- Census Demo and Economic data can be extremely useful to you and businesses in your area
  - Promote business growth in your area
  - Better understand a business' customers
  - Easy access is key…
- Use CBB and help us promote it
  - Pass the word to your colleagues
- Send us Feedback!
  - What should we add/change?

Questions?

Thank You!

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